

NOVEMBER, 2014 TO PRESENT: SENIOR ART DIRECTOR — BUGATCHI.COM

A Manufacturer of casual and resort wear men's clothing. I create concepts for photography shoots, lookbooks and digital content for web, social media and experiential communications that position the brand as a highly recognized and accepted leader in the retail space. I create and maintain Social media (digital content), I art directed the e-commerce website plus art direct day-to-day products and pages for the coveted brand. I work closely with other designers and developers to optimize illustrations for production and mentor protocols in the creative department.

APRIL 2014 TO NOVEMBER 2014: CREATIVE DIRECTOR AT SIMPLY 180  
BOCA RATON, FLORIDA

I worked in the development of strategy and conceptualization for various clients in the agency's care. From print, online, social, digital content. I have designed websites and creative campaigns that coincide with each clients' needs and their budget. I managed a group of agency creative staff in the development and adherence of specific quantifiable strategy and managed the day-to-day operations of the creative department.

2011 TO 2014: CREATIVE DIRECTOR AT BLUE INTERACTIVE AGENCY  
FORT LAUDERDALE, FLORIDA

I created, managed, coordinated and produced campaigns for clients. I designed online and offline creative material. I worked with copywriters, other designers, photographers and developers to accomplish these endeavors. Managed performance levels of 6 other colleagues, I lead by example and set a protocol of behavioural and professional roles for creative staff to follow so as to assure optimal results. Worked inherently with developers of digital content for the clients so as to improve their visibility and acceptance in the digital arena.

BLUE INTERACTIVE WEBSITE DIGITAL PROJECTS:

<a href="http://www.savemymitzvahdate.com">www.savemymitzvahdate.com</a>	<a href="http://www.commerciallaundries.com">www.commerciallaundries.com</a>
<a href="http://www.lindalgroup.com">www.lindalgroup.com</a>	<a href="http://www.vantagemotorworks.com">www.vantagemotorworks.com</a>
<a href="http://www.magerempowerment.com">www.magerempowerment.com</a>	<a href="http://www.aquafortlauderdale.com">www.aquafortlauderdale.com</a>
<a href="http://www.americanflooringdistributors.com">www.americanflooringdistributors.com</a>	<a href="http://www.tranquilohotelfortlauderdale.com">www.tranquilohotelfortlauderdale.com</a>

BLUE INTERACTIVE LANDING PAGES DIGITAL PROJECTS

Royal Palms Spa & Resort Email campaign	DarrellGwynnFoundation / promotional campaign
MHGInsurance.com	Broward Education Foundation Collateral
YachtCrewInsurance.com	Galanter Law SocialMedia conceptualization
EastCoastFlooring SM Campaign	
VantageMotorworks.com	
CommercialLaundries.com	

2009 - 2011 COMMUNICATIONS DIRECTOR AT PERRELET WATCH COMPANY  
CORAL SPRINGS, FLORIDA

While at Perrelet, I organized press-releases and got published in magazines such as: WatchWorld, WMagazine, Chronos Magazine, Robb Report, International Watch, I also organized correlative strategies for trade-shows and press-tours to New York, Basel, Switzerland, and desk-side visits with prominent editors and journalists in the horological field. Managed digital content for the USA region's social media efforts.

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2008- 2009 COMMUNICATIONS DIRECTOR AT OLAZABAL HAIR & SKIN SALON  
CORAL GABLES, FLORIDA

I managed all communications imperatives at Olazabal Hair & Skin Salon • Public Relations, advertising and Marketing Initiatives. I engaged the Coral Gables and South Miami community in print, chamber participation and through social media, and created digital content for their Google +. Facebook, LinkedIn, Twitter, Pinterest touch-points.

2008- 2009 SENIOR CREATIVE DIRECTOR AT DJS MARKETING GROUP  
MIAMI, FLORIDA

I was creative director on most of the agency's accounts. Palladium Alliance International / Mayors Jewelers / Coscan Homes / W Hotel & Residences South Beach / W Hotel & Residences Fort Lauderdale / EpicMiami... and others. While at DJS I was able to create many pitches and campaigns in order to acquire new accounts for the agency. I have worked in remote areas such as Italy, Spain plus I have organized photography shoots for print and digital content in remote locations within the United States.

2005- 2008 CREATIVE DIRECTOR AT DG COMMUNICATIONS  
DELRAY BEACH, FLORIDA

I was creative director on most of the agency's accounts. Norton Museum of Art / Marilyn Berke Interior Design Associates / GalleryCenter / Boca Raton Museum of Art / Champion MotorCars / Iluma Spa / Spa11 in Delray Beach. Created digital content for all the clients in the agency's care plus social content for the Agency's social media venues. I managed a team of 8 creative developers at dgc.

1997- 2005 SENIOR ART DIRECTOR AT DJS MARKETING GROUP  
MIAMI, FLORIDA

As a senior art director / creative director, I was intrinsically involved in the creative development and day-to-day progress of all WIP jobs. At peak performance, I managed a staff of two senior copywriters, 4 graphic designers and 3 art directors, 3 Photo-retouchers plus I had the account manager and 4 account representatives, one traffic manager and 2 html/CSS/Javascript developers — all reported to me We also used outsourced post-production sources for photo and videographers, directors and other supportive staff for photography shoots and spots. These were all part of the Creative Department duties. I also had a close working relationship with Media Buyers within the agency. I was on-board in presenting pitches and landing accounts with the agency's owner.

INDUSTRIES I HAVE WORKED FOR IN ADVERTISING:

Traditional and digital content development for:

Luxury: Fashion / Watches / Jewelry / Real Estate

Arts: Boca Raton Museum of Art & Norton Museum of Art

Rare Earth Minerals: Palladium Alliance International / Gold Council / DeBeers / Steinmetz Group / Ishaia Trading

EDUCATION: MIAMI DADE COMMUNITY COLLGE — AA & AS IN GRAPHIC DESIGN  
FLORIDA INTERNATIONAL UNIVERSITY — BS IN COMMUNICATIONS  
JOURNALISM / PUBLIC RELATIONS

FLUENCY: ENGLISH / SPANISH

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